

## ABSTRACT

An apparatus and method for creating or presenting marketing initiatives in a sales manager system. A user inputs offer parameters for a new initiative. The offer parameters includes an initiative time period and an initiative description. After the parameters have been entered, customer selection criteria is associated with those parameters. The effectiveness of the new initiative is determined using stored statistics associated with past initiatives, after which, the new initiative is complete and is stored in a database.

60000-17458E60